

kiss  
myketo

# The Story So Far

2017

Launched ‘Kiss My Keto’  
the first dedicated keto  
brand on Amazon  
\$1m gross sales



2019

Launched Retail program  
\$9m gross sales



2021

Ops & Finance focus  
\$15m gross sales



2023

Gummies expansion  
\$20m gross sales target

2018

Launched Shopify store  
\$4m gross sales



2020

Pivoted into Food & Snacks  
\$11.5m gross sales



2022

SKU rationalization  
\$13m gross sales



# Value Drivers

## Customers

- Shopify - 150,000 email subscribers, 25,000 SMS subscribers, 60% returning customer rate, \$60 AOV, \$130 LTV, 60,000 monthly website users
- Amazon - 15,000 monthly branded searches
- Retail - 6000 doors

## Unfair Advantage

- Gummy and bread exclusivity agreement with co-manufacturers. We own the formulas .
- Grandfathered in pre-covid gumies pricing that is ~20% cheaper than comparable gummy manufacturers (worldwide)
- Favorable terms: 10% down, 90% at US port
- Bread co-manufacturing has high barrier to entry

## People/ Talent

- Fully remote team with no office or HQ
- Outsourced team in the Philippines means affordable labor and highly trained in their roles
- Little to no dependability on founders to operate the day-to-day business

## Distribution

- Channel diversification with 60% DTC and 40% retail
- Unique and aggressive go-to-market strategy

## Intellectual Property

- “Kiss My Keto” trademark
- High fiber gummy formula is strictly derived from vegetables (tapioca and corn)



# Retail Distribution

| Retailer     | Door Count |
|--------------|------------|
| Walmart      | 1,500      |
| Independents | 1,500      |
| Kroger       | 1,200      |
| Sprouts      | 350        |
| Albertsons   | 300        |
| Meijer       | 260        |
| Fresh Market | 160        |
| Winn Dixie   | 150        |
| Hy-Vee       | 130        |
| Giant        | 130        |
| Fresh Thyme  | 70         |
| United       | 70         |
| Wholefoods   | 55         |
| New Seasons  | 25         |
| TOTAL        | 5,900      |





# Social Proof



Shopify



Keto Gummies - Tropical Rings  
★★★★★ 1110 reviews



Keto Bars - Variety CC CD PB  
★★★★★ 1601 reviews



Keto Dark Chocolate - Variety Pack  
★★★★★ 1234 reviews

4.9 ★★★★★  
Based on 9,843 Reviews

|     |     |      |
|-----|-----|------|
| 5 ★ | 89% | 8712 |
| 4 ★ | 10% | 1004 |
| 3 ★ | 1%  | 124  |
| 2 ★ | 0%  | 1    |
| 1 ★ | 0%  | 2    |



Amazon



Kiss My Keto Bread Zero Carb (0g-Net) – Wheat Bread Loaf, Low Calorie Bread – Sugar Free Bread & High Protein Bread –...  
14 Ounce (Pack of 4)  
★★★★☆ ~ 3,498



Kiss My Keto Bread Zero Carb (0g-Net) – Wheat Bread Loaf, Low Calorie Bread – Sugar Free Bread & High Protein Bread –...  
14 Ounce (Pack of 2)  
★★★★☆ ~ 3,653



Kiss My Keto Gummies Candy – Low Carb Candy Gummy Fish, Keto Snack Pack – Healthy Candy Gummies –...  
★★★★☆ ~ 3,544



Kiss My Keto Gummies Candy – Low Carb Candy Gummy Bears, Keto Snack Pack – Healthy Candy Gumm...  
★★★★☆ ~ 5,894



# The Keto Diet Craze

- 40% obesity rate in the US leads to diabetes, heart disease and metabolic disorders
- People want to be healthier but many diets don't yield tangible results
- Keto is a proven diet to lose weight fast by cutting out sugar and reducing carbs
- Today keto is the most popular and fastest growing American diet.  
Demand is driven by low-carb and low-sugar consumers
- Forecasted to reach \$13 billion in 2024 with a 6% compound annual growth rate
- It continues to gain momentum despite medical reviews suggesting it may have long-term risks that may outweigh the benefits
- Celebrities and influencers have played a major role in shifting nutrition behaviors towards keto friendly items
- It's popularity means it's still an unmet market niche
- The term "keto" has relaxed as mass market adopts "keto friendly" products as a better-for-you option with low net carbs (high fiber, low sugar)
- The market is maturing but is still fragmented with several players occupying market share.  
Expect consolidation over the next 2-3 years
- It's not a fad. It's here to stay
- The global gummy market size was \$16.28 billion in 2020 and is expected to grow at a compound annual growth rate of 12.6% from 2020 to 2028.
- Rising health-conscious consumers are demanding easy-to-consume dosage forms of supplements



halleberry

OK so this #FitnessFriday I'm not showing any exercises, because I know you're not thinking about working out this weekend. You're thinking about that #SuperBowlLIII party - ya know the one with the nachos, french fries and chicken wings?? Well today I'm sharing quick, easy and KETO finger foods for Sunday that won't derail your fitness journey - BBQ Chicken Wraps, Stuffed Avocados, and "Chips" & Dip 🍷🍷🍷



kourtneykardash

My body never looked better than when I did the keto two and a half years ago, when I did it for two months. In my experience, I've found the best method to train my body to curb sugar cravings, burn fat, and kick-start weight loss is by sticking to the keto diet.



alroker

So @JillianMichaels says #Keto is a bad idea. This from a woman who promoted on camera bullying, deprivation, manipulation and more weekly in the name of weight loss. Now those sound like bad ideas



timtebow

I'm on something called a ketogenic diet, which is high fat, moderate protein, low carb, low sugar.



vanessahudgens

I'm always making sure I'm getting those healthy fats in, so I eat a LOT of almond butter. You feel really energetic and supported on the keto diet.



jennacantolose

I'm now a little under 4 months on the #ketodiet and it's not only given me physical results, I feel happier, smarter, and much more confident.



# Keto Gummies



# Keto Bread



kiss my keto

SMART SWEETS

HARIBO

BLACK FOREST

Albanese

Swedish Fish

Trolli

SOUR PATCH

| Sugar | Net Carbs | Fiber | Calories | Carbs | Protein |
|-------|-----------|-------|----------|-------|---------|
| 0g    | 2g        | 31g   | 70       | 37g   | 0g      |
| 3g    | 18g       | 13g   | 100      | 42g   | 0g      |
| 23g   | 38g       | 0g    | 167      | 38g   | 3g      |
| 25g   | 40g       | 0g    | 167      | 40g   | 1g      |
| 24g   | 37g       | 39g   | 167      | 37g   | 1g      |
| 38g   | 38g       | 43g   | 183      | 45g   | 0g      |
| 22g   | 37g       | 38g   | 156      | 37g   | 1g      |
| 37g   | 37g       | 37g   | 179      | 43g   | 0g      |

## Nutrition Facts

|                               |                    |
|-------------------------------|--------------------|
| 1 serving per container       |                    |
| <b>Serving size</b>           | <b>1 Bag (23g)</b> |
| <b>Amount per serving</b>     |                    |
| <b>Calories</b>               | <b>40</b>          |
| % Daily Value*                |                    |
| <b>Total Fat</b> 0g           | <b>0%</b>          |
| Saturated Fat 0g              | <b>0%</b>          |
| Trans Fat 0g                  |                    |
| <b>Cholesterol</b> 0mg        | <b>0%</b>          |
| <b>Sodium</b> 25mg            | <b>1%</b>          |
| <b>Total Carbohydrate</b> 15g | <b>6%</b>          |
| Dietary Fiber 12g             | <b>43%</b>         |
| Total Sugars 2g               |                    |
| Includes 2g Added Sugars      | <b>3%</b>          |
| Sugar Alcohol 1g              |                    |
| <b>Protein</b> 1g             |                    |
| Vitamin D 0mcg 0%             | Calcium 0mg 0%     |
| Iron 0.4mg 0%                 | Potassium 0mg 0%   |

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: CHICORY ROOT FIBER, SOLUBLE TAPIOCA FIBER, GELATIN, ERYTHRITOL, CITRIC ACID, PECTIN, NATURAL FRUIT FLAVORS (PEACH, STRAWBERRY, APPLE), MALIC ACID, SODIUM CITRATE, COCONUT OIL, MEDIUM CHAIN TRIGLYCERIDES (PALM, PALM KERNEL OIL), SPINACH POWDER (COLOR), CARNAUBA WAX, PURPLE CARROT JUICE CONCENTRATE (COLOR), BETA-CAROTENE (COLOR), STEVIA LEAF EXTRACT.

kiss my keto

SMITH'S

Nature's Own

Food Life

OROWEAT

CANYON

WONDER

| Carbs | Net Carbs | Sugar | Protein | Fiber | Calories |
|-------|-----------|-------|---------|-------|----------|
| 5g    | 0g        | 0g    | 6g      | 5g    | 70       |
| 22.2g | 17g       | 5g    | 5g      | 5g    | 110      |
| 12g   | 11g       | 1g    | 3g      | 1g    | 60       |
| 15g   | 12g       | 0g    | 0g      | 3g    | 80       |
| 18g   | 16g       | 3g    | 4g      | 2g    | 90       |
| 16g   | 15g       | 3g    | 2g      | 1g    | 90       |
| 15g   | 14g       | 5g    | 4g      | 1g    | 70       |

## Nutrition Facts

|                                 |                      |
|---------------------------------|----------------------|
| about 16 Servings per container |                      |
| <b>Serving size</b>             | <b>1 slice (28g)</b> |
| <b>Amount Per Serving</b>       |                      |
| <b>Calories</b>                 | <b>70</b>            |
| % Daily Value*                  |                      |
| <b>Total Fat</b> 4g             | <b>5%</b>            |
| Saturated Fat 1.5g              | <b>8%</b>            |
| Trans Fat 0g                    |                      |
| <b>Cholesterol</b> 0mg          | <b>0%</b>            |
| <b>Sodium</b> 105mg             | <b>5%</b>            |
| <b>Total Carbohydrate</b> 5g    | <b>2%</b>            |
| Dietary Fiber 5g                | <b>18%</b>           |
| Total Sugars 0g                 |                      |
| Includes 0g Added Sugars        | <b>0%</b>            |
| <b>Protein</b> 6g               |                      |
| Vitamin D 0mcg                  | 0%                   |
| Calcium 29mg                    | 2%                   |
| Iron 1mg                        | 6%                   |
| Potassium 49mg                  | 2%                   |

The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: WATER, VITAL WHEAT GLUTEN, EGGS, OAT FIBER, PALM OIL, GOLDEN FLAXSEED MEAL, SUNFLOWER SEEDS, FLAX SEEDS, SESAME SEEDS, BAKERS YEAST, HONEY, KOSHER SALT, SOURDOUGH, NATURAL FLAVOR, XANTHAN GUM.  
CONTAINS: EGG, MILK, WHEAT.



# Keto Granola



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Kellogg's



NATURE VALLEY



| Sugar | Net Carbs | Carbs | Fiber | Protein | Calories |
|-------|-----------|-------|-------|---------|----------|
| 2g    | 4g        | 19g   | 12g   | 8g      | 310      |
| 12g   | 36g       | 43g   | 7g    | 7g      | 235      |
| 10g   | 39g       | 45g   | 6g    | 7g      | 212      |
| 14g   | 38g       | 42g   | 4g    | 6g      | 280      |
| 17g   | 37g       | 39g   | 2g    | 4g      | 258      |
| 12g   | 38g       | 43g   | 5g    | 6g      | 260      |
| 11g   | 34g       | 38g   | 4g    | 7g      | 260      |
| 10g   | 34g       | 37g   | 3g    | 9g      | 223      |

## Nutrition Facts

9 Servings per container

Serving size 1/3 cup (30g)

Amount Per Serving  
Calories 150

% Daily Value\*

|                          |      |     |
|--------------------------|------|-----|
| Total Fat                | 13g  | 17% |
| Saturated Fat            | 6g   | 31% |
| Trans Fat                | 0g   |     |
| Cholesterol              | 0mg  | 0%  |
| Sodium                   | 15mg | 1%  |
| Total Carbohydrate       | 11g  | 4%  |
| Dietary Fiber            | 6g   | 20% |
| Total Sugars             | 1g   |     |
| Includes 0g Added Sugars | 0%   |     |

|           |       |    |
|-----------|-------|----|
| Protein   | 3g    |    |
| Vitamin D | 0mcg  | 0% |
| Calcium   | 20mg  | 0% |
| Iron      | 0.9mg | 4% |
| Potassium | 130mg | 2% |

The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: DRIED COCONUT, SOLUBLE TAPIOCA FIBER, PUMPKIN SEEDS, ALMONDS, SUNFLOWER SEEDS, ALLULOSE, PECANS, COCONUT OIL, MONK FRUIT EXTRACT.

CONTAINS: COCONUT, ALMONDS, PECANS.

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Nature's Own



| Carbs | Net Carbs | Sugar | Protein | Fiber | Calories |
|-------|-----------|-------|---------|-------|----------|
| 5g    | 0g        | 0g    | 6g      | 5g    | 70       |
| 22.2g | 17g       | 5g    | 5g      | 5g    | 110      |
| 12g   | 11g       | 1g    | 3g      | 1g    | 60       |
| 15g   | 12g       | 0g    | 0g      | 3g    | 80       |
| 18g   | 16g       | 3g    | 4g      | 2g    | 90       |
| 16g   | 15g       | 3g    | 2g      | 1g    | 90       |
| 15g   | 14g       | 5g    | 4g      | 1g    | 70       |

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Nature's Own



## Nutrition Facts

about 2 servings per container

Serving size 6 cookies (30g)

Calories 170

|                    | Per serving  | Per Package |
|--------------------|--------------|-------------|
|                    | % DV*        | % DV*       |
| Total Fat          | 13g 17%      | 26g 33%     |
| Saturated Fat      | 4g 20%       | 8g 40%      |
| Trans Fat          | 0g           | 0g          |
| Cholesterol        | 20mg 7%      | 35mg 12%    |
| Sodium             | 80mg 3%      | 170mg 7%    |
| Total Carb.        | 12g 4%       | 24g 9%      |
| Fiber              | 5g 18%       | 10g 36%     |
| Total Sugars       | less than 1g | 2g          |
| Incl. Added Sugars | 0g 0%        | 0g 0%       |
| Protein            | 3g           | 6g          |
| Vitamin D          | 0.1mcg 0%    | 0.2mcg 0%   |
| Calcium            | 30mg 2%      | 60mg 4%     |
| Iron               | 0.1mg 0%     | 0.2mg 0%    |
| Potassium          | 50mg 2%      | 90mg 2%     |

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: ALMOND FLOUR, BUTTER (PASTEURIZED CREAM [MILK], NATURAL FLAVORS), ALLULOSE, SOLUBLE TAPIOCA FIBER, EGGS, NATURAL VANILLA FLAVOR, SALT, GUAR GUM, XANTHAN GUM, BAKING SODA, MEDIUM CHAIN TRIGLYCERIDES (COCONUT, PALM KERNEL OIL), MONK FRUIT EXTRACT.

CONTAINS: MILK, EGGS, TREE NUTS (ALMONDS AND COCONUT).

MANUFACTURED IN A FACILITY THAT PROCESSES OTHER PRODUCTS THAT CONTAIN WHEAT, SOY, PEANUTS, AND OTHER TREE NUTS.